

III. Remarks

A. Status of the Application

Claims 1-30 are pending herein.

B. Restriction Requirement

The Office Action mailed November 15, 2005 requires restriction under 35 U.S.C. §121 to one of the following groups of claims:

- I. Claims 1-16 and 17-18, drawn to a display fixture;
- II. Claims 19-22 and 23-24, drawn to a shelf;
- III. Claims 25-28, drawn to a display fixture; and
- IV. Claims 29-30, drawn to a method of displaying goods.

Applicants hereby elect with traverse, for prosecution herein, the claims of Group II, that is, claims 19-22 and 23-24.

If the Examiner maintains as final the restriction requirement between the claims of Groups I, II, III and IV as noted above, Applicants will take the position that the Examiner has admitted one group of claims to be patentable over the others, and that any prior art must be closer to the elected group of claims than the non-elected groups of claims to render the elected group of claims unpatentable.

C. Conclusion

It is believed that all matters set forth in the Office Action have been addressed. Favorable consideration and an early indication of the allowability of the elected claims are respectfully requested. Should the Examiner deem that an interview with Applicants' undersigned attorney would expedite consideration of the elected claims, the Examiner is invited to call the undersigned attorney at the telephone number indicated below.

Respectfully submitted,



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